

What is claimed is:

1. A method of scheduling and paying for comprising:
booking a advertising segment with an advertising
agency, said booking comprising determining time, network,
pricing and commission parameters for said advertising
segment;

establishing an account with a clearinghouse, said
clearinghouse determining if the commercial actually aired
at the specified time by automatically detecting a code on
the commercial and verifying security of said code; and

said clearinghouse automatically authorizing payment
if said commercial played at the specified time and
automatically authorizing an error resolution procedure if
the commercial played at other than the specified time.

2. A method as in claim 1, wherein said error
resolution determines if the commercial has played within a
specified interval of the specified time and allowing
payment if so.

3. A method as in claim 1, wherein said security
comprises information on the advertisement correlated with
the advertisement.

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